



8/8/08

Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Opportunity Marketing – Glacier Country CVB Travel Guide Advertising

Application Completed by: Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country feels that it's vital to continue to build collaborative and cooperative advertising efforts in order to cross market the region by marketing more effectively with our regional CVBs and thus we would like to place ads in the Missoula, Flathead and Whitefish CVB travel guides. The ads will be 1/3 page, ¼ page and 1/3 page (color) respectively. As with all print advertising, the ad will call the reader to action, offer the Travel Guide as a means of discovery, and prominently feature the Web site address and toll free number. The ad will include unique URL addressed for tracking on the website.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, and 5, as well as plan and strategy number 1.

How does this project support the Strategic Plan?

- 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results
- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.2.d: Target travel media to increase the visibility of Montana as a leisure travel destination
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts
- 1.4: Improve Montana's visitor information system to extend visitor stays and spending
- 5.1.b: Expand winter tourism products/activities to draw visitors
- 9.2: Foster opportunities to pool public and private marketing dollars

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached:



Yes



No

Budget page must be attached for approval.



PROJECT BUDGET

Opportunity Marketing - Glacier Country CVB Travel Guide Advertising

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Account Management	\$75.00 +	\$0.00 =	\$75.00
Account Coordination	\$110.00 +	\$0.00 =	\$110.00
Computer Production	\$450.00 +	\$0.00 =	\$450.00
Proofing & Editing	\$55.00 +	\$0.00 =	\$55.00
Color Lasers	\$20.00 +	\$0.00 =	\$20.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$710.00	\$0.00	\$710.00
MARKETING/ADVERTISING:			
Media Placement	\$3,500.00 +	\$0.00 =	\$3,500.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$3,500.00	\$0.00	\$3,500.00
TRAVEL:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
OTHER:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
PROJECT TOTAL			
	\$4,210.00 +	\$0.00 =	\$4,210.00